

Course Unit	Portfolio		Field of study	Visual Arts/Design	
Bachelor in	Art and Design - Minor in Visual Arts		School	School of Education	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	5.0
Workload (hours)		135	Contact hours	T -    TP 18    PL 20    TC -    S -    E -    OT 16    O -	
Code 9898-661-3204-00-23					

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Jacinta Helena Alves Lourenço Casimiro da Costa

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Design and manage concepts, concepts and methodologies appropriate to the creation of portfolio;
2. Master communicative strategies that enhance authorial work and professional insertion
3. To master practices of professional visual presentation of a portfolio, to different audiences and with different means;
4. Mastering design practices appropriate to communicative concepts.

### Prerequisites

Before the course unit the learner is expected to be able to:  
No prerequisite required.

### Course contents

1 - Design as management; 2 - Author identity and the designer as a brand; 3 - Methods, techniques and strategies of visual communication; 4 - Creation and management of Portfolios.

### Course contents (extended version)

1. Design as management;
2. Author identity and the designer as a brand;
3. Methods, techniques and strategies of visual communication;
4. Creation and management of Portfolios.

### Recommended reading

1. 1. DESIGN, Centro Português de (1997), Manual de Gestão do Design, Porto Editora, Centro Português de Design, Porto;
2. JOHNSON, Michael (2002) – Problem solved - a primer in design and communication, Phaidon, New York;
3. BRANCO, João (1996) – A importância da Imagem Coordenada Empresarial Cadernos de design 13/14, Centro Português de Design, Lisboa. ;
4. PENN, Mark. (2009) – Microtrends – the small forces behind tomorrow's big changes, Twelve, Boston;
5. KELLER, Maura (2010) – Design matters - Portfolios 01 – an essential primer for today's competitive market, Rockport Publishers, Minneapolis.

### Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of theoretical, individual and / or group work; 3 - Follow up and criticism on the development of the works; 4 - Analysis and public discussion on the final result of the theoretical papers presented.

### Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
  - Portfolio - 70%
  - Presentations - 30%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
  - Practical Work - 40% (Theoretical practical work proposal with the respective technical report and oral presentation.)
  - Projects - 60% (Nº. 4 art. 7 of the Freq. and Eval. Regulations. Classification obtained in continuous evaluation.)

### Language of instruction

Portuguese, with additional English support for foreign students.

### Electronic validation

Jacinta Helena Alves Lourenço Casimiro da Costa	Helena Maria Lopes Pires Genésio	António José Santos Meireles	Carlos Manuel Costa Teixeira
19-02-2024	20-02-2024	21-02-2024	25-02-2024